

Kalamazoo Public Library
OFFICIAL MINUTES OF THE BOARD OF TRUSTEES
PUBLIC MEETING
Date: September 28, 2015
Time: 4:00 p.m.
Location: Central Library Board Room

TRUSTEE ROLL CALL:

Present: Robert Brown, Bruce Caple, Lisa Godfrey, Kerria Randolph, Cheryl TenBrink, James VanderRoest, and Valerie Wright

Absent: None.

CALL TO ORDER:

President Caple called the meeting to order at 4:00 p.m.

AGENDA APPROVAL:

The agenda was approved.

I. RECOGNITIONS, RESOLUTIONS, COMMUNICATIONS

A. *Resolution to recognize Lisa A. Godfrey as the first Kalamazoo Public Library trustee to serve twenty-five consecutive years.*

Recommendation: Director Rohrbaugh recommended the Board adopt the resolution recognizing Lisa A. Godfrey as the first Kalamazoo Public Library trustee to serve twenty-five consecutive years.

MOTION: J. VANDERROEST MOVED TO ADOPT THE RESOLUTION RECOGNIZING LISA A. GODFREY AS THE FIRST KALAMAZOO PUBLIC LIBRARY TRUSTEE TO SERVE TWENTY-FIVE CONSECUTIVE YEARS.

MOTION CARRIED: 6-0.

II. PERSONS REQUESTING TO ADDRESS THE BOARD

No one addressed the Board.

III. CONSENT CALENDAR

A. *Minutes of the Meeting of August 24, 2015*
B. *Personnel Items*

IV. FINANCIAL REPORTS

A. *Financial Reports for the Month Ending August 31, 2015*

Recommendation: Director Rohrbaugh recommended the Board accept the Financial Reports for the month ending August 31, 2015.

Discussion: No discussion.

MOTION: V. WRIGHT MOVED AND L. GODFREY SUPPORTED THE MOTION TO ACCEPT THE FINANCIAL REPORTS FOR THE MONTH ENDING AUGUST 31, 2015.

MOTION CARRIED 7-0.

V. REPORTS AND RECOMMENDATIONS

RECOMMENDATIONS:

A. Revised Registration Policy

Recommendation: Director Rohrbaugh recommended board approval of a contract with Kercher Center for Social Research at Western Michigan University to undertake “The Kalamazoo Public Library Website and Catalog User Experience Study” and approval of a budget revision to include up to \$15,000 for this study.

Executive Summary: User experience studies, commonly referred to as UX studies, are increasingly important. Our website touches every part of our services: the access-point to our catalog, databases, digital services, local information, events, etc. It is important to know how our site is being used, what users like and don’t like, and how easy or difficult it is to locate information. Anecdotes have limited value; a survey or study is designed to provide data and useful reports to help us tailor our website and catalog.

Dr. Whitney DeCamp from the Kercher Center at WMU, led a community survey for us in November 2013, so it was natural to turn to him again. He met with us to understand our need. We shared information with him from the library literature about UX studies.

As outlined in the attached proposal, he proposes a study with three phases: analysis of statistics from our website and catalog; an online survey of patrons and an evaluation of natural use of the catalog; and user experience evaluation of specific tasks. The study would begin in October and conclude with a final report and recommendations in March or April. A small staff task force would then focus on what we learned from the UX and actions to address the findings.

The standard facilities and administrative or indirect costs for all WMU contracts, set by the WMU Board of Trustees, is 51%. With Dr. DeCamp’s help and information Director Rohrbaugh was able to provide, the indirect costs have been set at 35%.

The funding to cover the cost of this study would come from our fund balance at the end of 2014-2015.

MOTION: J. VANDERROEST MOVED AND C. TENBRINK SUPPORTED THE MOTION TO APPROVE THE CONTRACT WITH KERCHER CENTER FOR SOCIAL RESEARCH AT WESTERN MICHIGAN UNIVERSITY TO UNDERTAKE “THE KALAMAZOO PUBLIC LIBRARY WEBSITE AND CATALOG USER EXPERIENCE STUDY” AND APPROVAL OF A BUDGET REVISION TO INCLUDE UP TO \$15,000 FOR THIS STUDY.

Discussion: President Caple asked for additional details regarding Phase 2B: The User Experience through Natural Usage. Director Rohrbaugh stated Dr. DeCamp and his team will observe patrons in the building who are using the catalog and website. In the next phase, a bank of

Chromebooks would be set up, volunteer patrons will be given a set of instructions, and they will be observed as they attempt to carry out a given task, such as locating a specific item or information on the library's website.

L. Godfrey asked about whether the team would be observing mobile device usability. Director Rohrbaugh indicated the issue would most likely be addressed at least in the form of a survey. President Caple also voiced his support of focusing on usability on mobile devices.

C. TenBrink asked whether the study will be broken down into age groups. Director Rohrbaugh indicated that was her impression.

V. Wright requested additional details regarding the proposed gift card incentive for patrons participating in the study. Director Rohrbaugh said ideally the gift cards would be a combination of Downtown Dollars and Friends of KPL Bookstore certificates. L. Godfrey stated that those incentives might not be as effective for those participating in the study at branch locations. J. VanderRoest suggested a cash incentive. Director Rohrbaugh stated regardless of the ultimate form of the incentive, she wanted to leave that decision up to the library to reduce the overall indirect cost assessed by WMU.

MOTION CARRIED 7-0.

B. Meeting Room Rental Rates

Recommendation: Director Rohrbaugh recommended board approval to amend our meeting room costs to include \$25 for food or drink at any location and \$25 for use of the kitchenette at Central for outside groups renting our meeting rooms.

Executive Summary: We periodically review our room rental rates and procedures. Meeting rooms are intended to be a community service and not to be cost neutral, so rental rates are modest. However there is considerable abuse and clean-up required when food and drink are served and when our kitchenette at Central is used. Groups leave dirty dishes in the kitchenette and use our supplies; food remains, crumbs, and sticky furniture are often left for our Facilities Management staff to clean. We believe this charge will discourage groups from providing food and drink at their events while we will receive some compensation from those groups that do still choose to provide food or drinks.

This food and kitchenette charge would be effective October 1st; the date outside groups may begin booking rooms for 2016. Previously booked rooms through the end of 2015 would not be impacted.

MOTION: B. BROWN MOVED AND J. VANDERROEST SUPPORTED THE MOTION TO AMEND OUR MEETING ROOM COSTS TO INCLUDE \$25 FOR FOOD OR DRINK AT ANY LOCATION AND \$25 FOR USE OF THE KITCHENETTE AT CENTRAL FOR OUTSIDE GROUPS RENTING OUR MEETING ROOMS.

Discussion: L. Godfrey asked whether or not such changes would affect the ways in which internal events are booked and how food is provided at those events. She also asked whether something should be done to ensure library staff members responsible for those events

properly clean up after themselves. Director Rohrbaugh stated a charge for food at internal events would effectively result in the library paying itself.

J. VanderRoest asked whether there is a check-out procedure involved when outside groups leave meeting spaces. He said other organizations have used this procedure and it he has found it to be effective. Director Rohrbaugh stated there is no procedure, because especially for evening events, this would fall to Facilities Management who would likely not have the time to respond to such requirements. Director Rohrbaugh asked S. Lindemann to comment. S. Lindemann agreed with that assessment. D. Schiller also agreed.

L. Godfrey inquired as to the number of groups that serve food at meetings. Director Rohrbaugh stated groups who do so are certainly the minority. L. Godfrey raised the possibility of banning food in meeting spaces altogether. President Caple asked about a group with whom he is affiliated that rents the Van Deusen Room quarterly and whether that group has ever had cleanup issues. Director Rohrbaugh and S. Lindemann indicated that was not the case. S. Lindemann said the groups that tend to push the boundaries of acceptable behavior regarding their service of food are few, but they generally use the space specifically for purpose of gathering for meals.

C. TenBrink stated she is part of a group that occasionally rents the Oshtemo Community Room and they tend to serve food. She said it is likely that the proposed added cost may make that room a less feasible option for the purposes of that organization.

S. Lindemann stated that groups who leave messes are the exception, but in one recent case, a room was left in such a state that it became necessary to impose upon them a \$25 cleanup charge. She went on to say that the very act of bringing food into a room generates additional cleanup time for Facilities Management staff, and when events occur back-to-back it can be very difficult to clean the room to a satisfactory degree between those events. This is due to the need to wipe down all tables and remove trash in addition to more routine tear-down tasks. By contrast, events where food is not served are relatively simple to clean up after.

President Caple said he believed the proposed \$25 food charge would be very affordable for outside groups wishing to use our meeting spaces. C. TenBrink stated that may be the case for some groups, but perhaps not for all. V. Wright pointed out there were other things to take into consideration such as the cleanliness of the kitchenette at Central Library.

MOTION CARRIED 6-1.

C. Roth IRA Investment Option

Recommendation: Director Rohrbaugh recommended board approval for adding a Roth IRA to our 403B plan to provide an additional investment option for employees.

Executive Summary: Investment plan documents must be restated on a regular five year cycle and a new plan document with an updated summary description is required. We are now at that point of restating our plan and it is a convenient opportunity to add this additional investment option for staff. The cost for adding this is minimal, about \$200 per year.

MOTION: J. VANDERROEST MOVED AND L. GODFREY SUPPORTED THE MOTION TO ADD A ROTH IRA TO OUR 403B PLAN TO PROVIDE AN ADDITIONAL INVESTMENT OPTION FOR EMPLOYEES.

Discussion: C. Tenbrink expressed her support for this additional investment option. L. Godfrey asked whether staff had specifically requested this option. D. Schiller said in the past there had been staff who asked if Roth IRAs could be investigated. J. VanderRoest stated Roth IRAs are among the best investment options available.

MOTION CARRIED 7-0.

REPORTS:

D. 2015 Summer Reading Challenge Wrap-Up – Michael Cockrell & Andrea Vernola

Report: Director Rohrbaugh introduced M. Cockrell and A. Vernola, who led the Summer Reading Challenge initiative this year. M. Cockrell and A. Vernola distributed statistics regarding signups and prize collection.

A. Vernola stated that the upward trend in signups continued this year with 5,746 in total. She said they attribute that trend to increased awareness and promotion of the Summer Reading Challenge. Prize collection was strong for each age group with the exception of adults, who saw a decline in total number of prizes awarded. They believe this is due to the decreased total number of tangible prizes for adults. M. Cockrell stated that while some did not elect to claim the 15, 30, and 45 day prizes, many did come and claim their 60 day prize. This also speaks to the tendency of adults to view the Summer Reading Challenge as primarily aimed at children, which is certainly the case. 5,401 books were given to children this year as prizes.

Discussion: L. Godfrey said that it seemed as though Reference Desk staff aren't always up to speed on Summer Reading Challenge signup protocol. A. Vernola said she believes that may be the case because the vast majority of signups occur in the Children's Room, and the Reference Desk is frequently staffed by substitute librarians who may not be as comfortable with the procedure as other staff members. Summer Reading Challenge signup instructions are distributed to everyone who works at public service desks, however.

L. Godfrey asked about the removal of bonus activities such as attending library programs, visiting branches, etc. She also pointed out that it was much less of a *game* this year. A. Vernola agreed, and said that was part of the rationale for changing the name from 'Summer Reading Game' to 'Summer Reading Challenge'.

M. Cockrell expressed an interest in exploring an online component to the Summer Reading Challenge which would engage adults and make the event more of a celebration of reading and literature for that age group. A. Vernola agreed and stated new options were becoming available every year.

President Caple asked whether there was any talk about adult prizes as a driving force behind children's signups. M. Cockrell said he believes it is the other way around; parents are signing up as they bring their children in to the library to do the same.

Director Rohrbaugh expressed her pride in the Summer Reading Challenge, and in particular, the

ongoing KPL commitment to running the program for all three summer months, which is considerably longer than most libraries.

M. Cockrell also pointed out one large change this year was using a single game board for each age group, which saved a lot of money on design and printing. He was pleased to see that decision did not generate much negative feedback at all.

L. Godfrey asked whether anyone had thought about the idea of allowing adults to win books for their children instead of raffle tickets or other adult prizes from previous years. A. Vernola said that sounded like a good idea; there are libraries that do similar things. Lastly, she said the variety of books that were able to be given away this year was unprecedented due to a new arrangement with the distributor.

Disposition: Trustees thanked M. Cockrell and A. Vernola for their report.

VI. COMMITTEE REPORTS

A. *Finance and Budget Committee* – No meeting.

B. *Personnel Committee* – No meeting.

C. *Fund Development and Allocations Committee* – No meeting.

D. *Director's Building Advisory Committee* – No meeting.

VII. OTHER BUSINESS

A. *Director's Report*

Report: Director Rohrbaugh began her report by reminding Trustees they are invited to the Park Club after the meeting to celebrate L. Godfrey's 25 years of service. She then spoke a bit about Orphan Train by Christina Baker Kline, the 2016 'Reading Together' selection, which was placed at each Trustee's seat. She said it looks like a strong selection this year, and one that has already been widely read by many book groups. She stated it appears as though there is a high level of interest in discussing the book and meeting the author, who will be in Kalamazoo on March 7th.

She then drew Trustees' attention to an item in the report regarding the annual audit. While the audit is generally brought to the October meeting, that may not be the case this year due to the auditors who require retirement information yet to be released by MPSERS. If it is not complete in time for the October meeting, it will appear at the meeting taking place in early December. Director Rohrbaugh then pointed to a number of successful back-to-school programs that recently took place, as well as a strong line-up of events taking place in the fall.

The final item she wished to address was the major work taking place on the tiles outside of Central Library. It is a significant and necessary restoration project which should be completed before winter.

Discussion: L. Godfrey asked whether trustees were free to attend the Digital Shift Conference, taking place on October 14th. Director Rohrbaugh stated trustees are welcome to attend and the attendance information will be distributed shortly.

L. Godfrey also asked where the Marketing & Communications Department's new videography intern is going to school. Director Rohrbaugh stated she is a freshman at Western Michigan University.

Lastly, L. Godfrey asked about the programming statistics and whether or not there is a target number of attendees for 'successful' events. Director Rohrbaugh said there is not a specific target number, but such things are discussed very frequently, especially regarding adult programs. She said she believes KPL may be currently providing too much adult programming and spreading the audience too thinly as a result. There appear to be considerable benefits to partnering with outside groups for programming of this type.

Disposition: Trustees thanked Director Rohrbaugh for her report.

VIII. PERSONS REQUESTING TO ADDRESS THE BOARD

No one addressed the Board.

IX. COMMENTS BY TRUSTEES

- L. Godfrey expressed her thanks for the recognition of her 25 years of service on the board.
- V. Wright said it is great to have a community record of L. Godfrey's service. She also expressed her enthusiasm for Orphan Train as the 2016 Reading Together selection.
- C. TenBrink had no comments.
- K. Randolph had no comments.
- R. Brown had no comments.
- J. VanderRoest recently visited the public library in Juneau, Alaska. The library is located on the 5th floor of a parking structure, and is very nicely laid out. One particularly interesting feature is a glass-walled children's area.
- President Caple stated his wife's book club recently read Orphan Train and found it compelling. He recently visited the Dingle Branch of the County Kerry Public Library system in Ireland and enjoyed the visit. He also expressed a final thanks to L. Godfrey for her years of service.

X. ADJOURNMENT

Hearing no objection, President Caple adjourned the meeting at 4:56 P.M

X_____
Robert Brown
Secretary